

The General Plan

Utah League of Cities and Towns

American Planning Association

State Ombudsman

Utah Board of Realtors

Introduction

- John M. Janson AICP
- Utah Chapter of the American Planning Association
- Content of a Plan
- Process to create a plan



What is a General Plan?

- A multi-faceted community plan for the future – 15 to 20 year timeframe
- Required by State Law - **10-9a-403**
- Advisory document but has legal authority
- General Plan intent – to think about the future and to reach toward a future that the community wants to achieve
- What trends do we expect might shape the future?
- Change can be expected or unexpected!



Land use element (required)

- There are three State Law required elements in 10-9a-403 –2A. Land use, transportation, and housing
- The land use element should address the variety of current land uses
- Address the land uses that you would like to see in the future
- Create a future land use map



Transportation (required)

- Address your current and future transportation needs
- Where should roads go? How wide should they be? What should they look like?
- How can we support our major street with better connections and alternate routes?
- What are our transit needs?



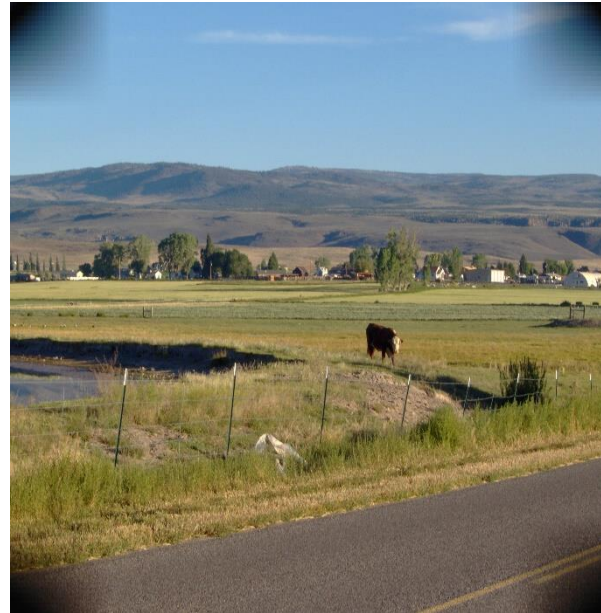
Housing element (required)

- Housing quality, quantity, types
- Locations for higher density such as near transit
- Senior Housing, workforce housing, student housing
- State required Moderate Income Housing Plan
 - Compares your community's housing diversity to incomes in the area
 - Logically a part of your Housing Element



Agricultural Protection Areas

- If the community has these areas as defined in State Law, the Plan must address impacts to them and develop strategies to reduce the impacts on them
- But most communities will want to address their agricultural areas
 - Should they be preserved or be developed?



Environmental Element

- Address your local environmental issues
 - Wetlands, flood potential, steep slopes, landslide areas, faults, high water tables, vegetation, unstable soils, contamination, creek protection, aquifer recharge, wildlife protection



Public Services and facilities element

- Local needs for sewer, culinary water, secondary water, storm water systems
- Using your population projections determine future needs for storage and treatment and ways to reduce those needs such as reducing water use and reducing the amount of run off
- Power, gas, broadband, police, fire, and education



Rehabilitation, redevelopment, conservation element

- Are there areas in your community that are in disrepair and need to be cleaned up? Are there land uses that are just not in the right place?
- This element allows you to identify and evaluate those areas to foster change
- It also allows to preserve historic or unique neighborhoods



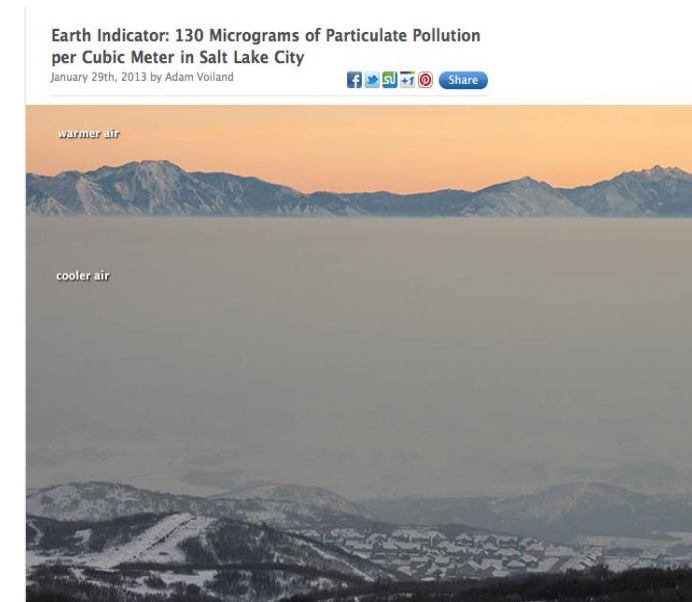
Economic Development element

- Intended to provide an opportunity to understand how your local economy works. How is it structured and how is it performing?
- You can plan both physically and financially to positively grow your community



Add your own element

- Are there other issues that you think should be addressed?
- How about public health, safety, parks and recreation, energy/renewables, events, art, culture, local food, air and water quality, sustainability, history



Regional Influences

Demographic Trends

- What are the trends that may shape our future?
 - Baby boomers
 - Millennials
 - Technology
 - Mobility
- Where should growth go?
 - Wasatch Choice for 2040 Vision and others
 - Your Long Range Transportation plan adopted by your AOG



Households are Changing

Household Type	1960	2000	2040
US			
HH with Children	48%	33%	26%
HH without Children	52%	67%	74%
<i>Single/Other HH</i>	13%	29%	34%
Wasatch Front			
HH with Children		37%	29%
HH without Children		63%	71%
<i>Single/Other HH</i>		24%	28%

Source: Arthur C. Nelson, Presidential Professor & Director of Metropolitan Research, University of Utah.

A vision

- By addressing all these topics
- Setting goals
- All the pieces come together and a vision for the community begins to unfold
- A vision statement becomes a set of guiding principles
- Becomes a standard to weigh current decisions against
- Consult your vision, your plan, to answer the question of how today's issue might enhance or detract from what your community wants to become

Magna Main Street: Imagine the Possibilities

What kind of place do you imagine Magna Main Street becoming?

- Maintain historic character
- 2-4 stories. Higher at Gateways
- Traditional Main Street feel
- Primarily Town Center,
- Mixed Use, and Compact Mixed Use
- Day to Day Services
- Eating establishments
- Entertainment destinations

Implementation strategies

- Each element will naturally result in setting a series of goals
- Goals need strategies or the document will not move the community forward
- Practical, implementable strategies
- Achieve the future you want to achieve

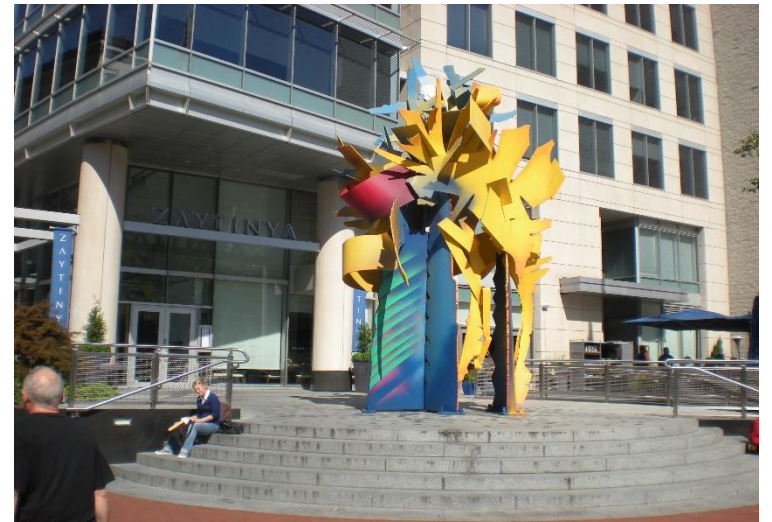


Ordinance
updates !



Building your Vision

- City builds parks, helps with roads, provides basic services
- Cities often partner with the development community for projects
- Developers will build most of your Vision – check in with them in your process. Help them do the right thing!



Planning Commission Role

- To recommend a Plan to the governing body
- General Plan is a Legislative act and therefore a recommendation to the governing body
- When the Plan is ready, the State requires that you hold a public hearing - **10-9a-404** and forward to the governing body
- We'd suggest multiple public engagement opportunities – not just one



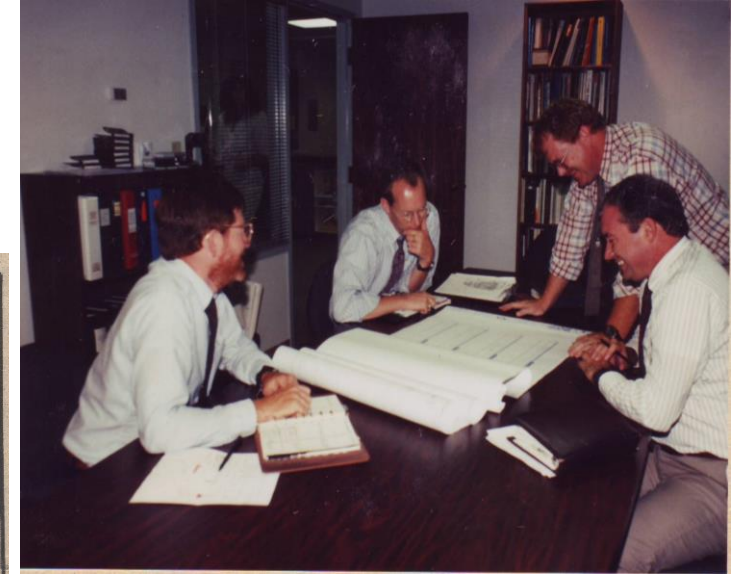
Start a plan by engaging your community

- You can do this yourself!
- Social media
- It does not have to be lengthy effort
- Consider assigning each PC member to an element or just address one topic at a time
 - Create committees for each topic
 - Use the Town's web page for a survey, or a utility bill, or grab a clipboard and attend a local event
 - Check in with developers – they build your vision
 - Open houses
 - Hearings – PC and CC
 - Example – Pleasant View City



Starting your plan

- Maybe the staff can get it going
- Communities that have planning staff should assess if the staff has time to work on the General Plan
- If so, some of the previous techniques can be very effective
- If there is no time, then consider a consultant – let's talk about that



Starting your plan

- To select a consultant you need to complete an RFP process
- Gather several RFPs from neighboring communities or from wherever you can get them
- Combine but realize you have to cater them to your needs. Other communities may not have the same issues
- Include the required elements but then add the optional elements that are important to your community

Local Planning Resource Program Pool Statement of Qualifications Cover Page

COVER PAGE	
Date	02/05/2014
SOQ Name and Description	Local Planning Resource Program Pool
Consultant Firm	Civil Solutions Group
Consultant Firm's Federal ID Number	263863399



Request for Proposal

North Ogden City General Plan Update
Alternative Project: Downtown Plan

RESPONSES DUE

July 3, 2014

5:00 PM

WEST VALLEY CITY MASTER PLAN 1984

PREPARED BY

THE WEST VALLEY CITY
COMMUNITY DEVELOPMENT DEPARTMENT

CITY COUNCIL

GERALD K. MALONEY - Mayor
BRENT F. ANDERSON
LELAND L. DELANGE
MICHAEL R. EMBLEY
JAY G. JACKSON
CLAUDE L. JONES
QUENTIN C. WINDER

JOHN D. NEWMAN - CITY MANAGER

PLANNING COMMISSION

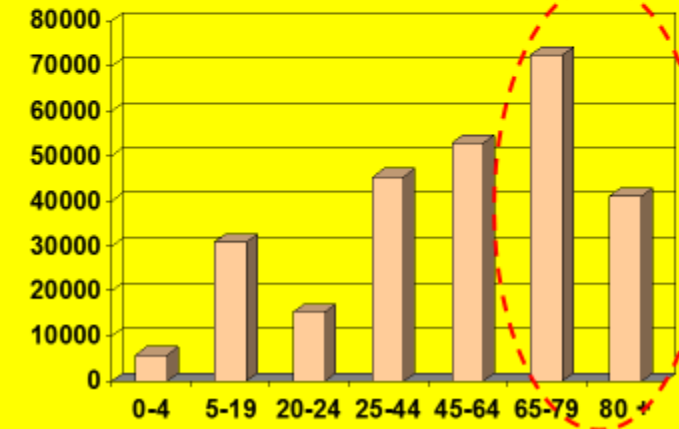
CARROLL A. ELFORD
RUDD J. CONOVER
JANICE FISHER
LEGIA JOHNSON
GERALD L. LARSON
MARGARET PETERSON
BUDD M. RICH
RAYMOND L. WENDRICH
IVAN B. WOODBURY

Starting your plan

- Ask for current data for each element and how they would engage the community
- Ask for goals for each element
- Ask for practical strategies to achieve the goals
- Ask for a timeline
- Ask for their experience and some references
- Figure out your budget – what you can afford or seek grants – ask your AOG for help

Ventura, CA Case Study Downsizing seniors could swamp the market with more expensive homes

Change in people by age group (now to 2035)



Source:
2040 Population
Forecast
Ventura cities and
county, May 2008

CENTRAL COMMUNITY



Some interesting plans to review

- Big Water – simple format
- Pleasant View – used committees
- West Valley City – emphasis on strategies to achieve goals
- Salt Lake City – specific plans for different areas and neighborhoods of the City

West Valley City General Plan

- Issue: Suburban and Urban Development
- 5.1 Goal: Promote a more urban environment, particularly along major corridors and at BRT and light rail stops.
- 5.1.1 Action: Develop ordinances that encourage higher intensity, more urban development along major corridors and at BRT and LRT stops with design standards geared toward urban development.

Using Your General Plan

- Budgeting and programmatic guide for the community
 - Departments should use as a reference
 - Changes to the SOPs
 - Changes to zoning ordinance
- Priority setting tool
- A guide for decision making – using long range thinking to help resolve today's issues
- A guide for land use changes



Use by Planning Commissions, Councils, Citizens, and Developers

- Planning Commission – should reference the GP on every decision
- Council – consider it along with the PC recommendation – a guide for them but can be contradicted with good, factual reasoning
- Citizens – their reference to the community's policies
- Developers build your vision



Plan Implementation – the Zoning Connection

- Strategies from your Plan – there should be a lot of them!
- Zoning to achieve your vision
- Evaluate how your zoning is doing
 - Field trip
 - Assess good and bad
 - Suggest changes based on that review and Plan goals



Time a for a change - Indicators

- What you have won't achieve your Vision
- Development contrary to zone expectations
- Planning Commission meetings have ordinance related resolvable issues
- Problem uses/incompatibility/zones have become indistinct



Time a for a change - Indicators

- Edge problems
- Citizen complaints
- Developer complaints
- It's a mess! (process, appearance, enforcement)



Minor Modifications

- What are the barriers in the current zones(s)
- Processing problems?
Complaints? Checklists?
- Review standards (streets, streetscapes, setbacks, building heights/transitions, signs, parking)
- Incentives



Major Modifications

- Use the thought process from the minor modifications
- Review your PUs and CUs - Delete contrary uses (Admin issue)
- Rearrange permitted and conditional uses to encourage what you want to achieve (permitted uses should help achieve the vision, conditional use process could be considered detrimental to a developer)
- Look at design standards for Subdivisions and building types



Add-ons

- Design ordinances – think about the place you want to create!
 - Site planning
 - Building materials
 - Building styles or features
 - Building types
 - Streetscape/public realm – trees, sidewalks, lighting, parkstrips, on-street parking, street widths
- Development Agreements – with a zoning proposal
- Planned Unit Developments
- Consider a Different Process
 - Design Review Committee, Town Architect



Overlays and New Zones

- Overlays with a trigger for their use
- New zone – too much work to fix the existing or you simply don't have the basic foundational zone
- Consider a Form Based Code – a place making tool



Form Based Codes – Addressing the Components of Place

- Intended to promote a vision
- More clarity and a streamlined process
- Focus on the public space from building face to building face
- Emphasis is on how a center functions as a place for people not so much on what the use is within a building



Implement your Plan!

- Achieve a more balanced community – engage the community
- Change your zoning
- Seek new land uses through Economic Development
- Change your standard operating procedures
- Use the Plan priorities in your budgeting process



Thank you!



Deseret News photo by Howard C. Moore

City planner John Janson studies proposed master plan for West Valley City park.